

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

DMM5018 – INTRODUCTION TO MULTIMEDIA
(DBA Students)

15 MARCH 2019
3.00 p.m. 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT:

1. This question paper consists of 6 pages with 2 sections.
2. **SECTION A:** Answer ALL Multiple Choice Questions on the **OMR sheet** given.
3. **SECTION B:** Answer ALL Structured Questions in the **Answer Booklet** provided.

Section A: 25 Multiple Choice Questions (Total: 25 Marks)

Instruction: Answer *ALL* questions from this section and shade your answers on the OMR sheet provided.

1. All of the following are the criteria of flash drives **EXCEPT** _____.
 - A. faster transfer speed
 - B. smaller size
 - C. difficult to handle
 - D. does not require moving part
2. If the application has given the option to user to control all the elements, it is **BEST** defined as a (an) _____.
 - A. presentation
 - B. static images
 - C. soundtrack
 - D. interactive multimedia
3. Computer technology that replicates an environment, real or imagined, and simulates a user's physical presence and environment to allow for user interaction is referred to as _____.
 - A. website
 - B. Internet
 - C. virtual reality
 - D. hypermedia
4. Setting the content for multimedia project needs all the consideration **EXCEPT** _____.
 - A. the size of the project
 - B. obtaining right to use existing resources
 - C. digitizing pictures, audio and video
 - D. the size of mouse and keyboard
5. The main interest of the testing is to review the concept, format, user interface and the layout. The testing is referred to as _____ testing.
 - A. alpha
 - B. beta
 - C. secondary
 - D. first
6. Preparing to follow up over time with tweaks, repairs and upgrades occurs in _____ stage.
 - A. planning and costing
 - B. designing and producing
 - C. testing
 - D. delivering
7. The statement below, refers to _____.

"The visual representation of a project that includes a table of contents as well as a chart of the logical flow of the interactive interface."

 - A. storyboard
 - B. workflow diagram
 - C. prototype
 - D. navigation map

Continued...

8. Which of the following statements is **FALSE** about the graphical approaches that work for good presentation?
- A. Requiring more than two button clicks to quit.
 - B. Shadow and drop shadows in various shades.
 - C. Reversed graphics to emphasize important text or images.
 - D. Eye-grabbers such as a single brightly coloured object alone on a gray-scale screen.
9. A hotspot that connects a viewer to another part of the same document, a different document, or another web site is called a _____.
- A. icon
 - B. button
 - C. hyperlink
 - D. website
10. A _____ is a collection of characters of a single size and style belonging to a particular typeface family.
- A. font style
 - B. font
 - C. font type
 - D. cases
11. Which of the following statements is **TRUE** about sans serif fonts?
- i. Fonts that have little decoration at the end of a letter stroke.
 - ii. Fonts are used for printed media or documents that have large quantities of text.
 - iii. Fonts that do not have decoration at the end of a letter stroke.
 - iv. Fonts are used for headlines and bold statements.
- A. i and ii
 - B. i and iii
 - C. ii and iv
 - D. iii and iv
12. Which of the following is **TRUE** about interactive button?
- A. A clickable object that executes a command when activated.
 - B. A concentrated text in a form of stand-alone graphic constructs.
 - C. A symbolic representations of objects and processes.
 - D. A static image that bring to a meaningful content.
13. All of the following are some methods to create a vector image **EXCEPT** _____.
- A. using an illustration programs
 - B. vectorising process
 - C. captured using digital camera
 - D. using a drawing software
14. _____ image is easily scalable, due to their use of mathematic formulas.
- A. Vector
 - B. Hypermedia
 - C. Web browser
 - D. Bitmap
15. The graphic file format that created by Microsoft for icons is referred to as _____.
- A. ICOS
 - B. ICOL
 - C. ICO
 - D. ICOINS

Continued...

16. A complicated and realistic animations are done in _____.
A. 3-D space
B. 2-D space
C. 1-D space
D. 2-1D space
17. The process of linking objects and defining their relationship and limits is referred to as _____.
A. inverse kinematics
B. kinematics
C. cel animation
D. morphing
18. Lightwave and Maya are the example of _____.
A. 2D animation software
B. 3D animation software
C. audio recording tools
D. mobile game Apps
19. _____ data is the actual representation of sound, stored in the form of samples.
A. Amplitude
B. Acoustic
C. Digital audio
D. Sound wave
20. Which of the following is **BEST** to describe trimming?
A. Removing blank space from front of the recording and any unnecessary extra time of the end.
B. Assemble ten different recordings into a single track and all segments will have the same volume.
C. Enveloping smooth the very beginning and very ending of sound file.
D. Alter the length of the sound file.
21. Which one of the following is a digitized sound format for Macintosh?
A. WAV
B. AIFF
C. AVI
D. MPEG
22. DNS stands for _____.
A. Distributed Numbering System
B. Data Networking System
C. Digital Neighbourhood System
D. Domain Naming System
23. _____ is a document format for presenting structured text mixed with inline images.
A. MPEG
B. HTML
C. TCP/IP
D. MIME
24. A situation that causes delay in a process or system in an internet also known as _____.
A. bandwidth bottleneck
B. wifi connection
C. file compression
D. lossless connection

Continued...

25. _____ is the internet service that enable file transferring between computers.
- | | | | |
|----|-----|----|--------|
| A. | Ftp | C. | Gopher |
| B. | Irc | D. | Rtsp |

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Section B: 3 Structured Questions (Total: 75 Marks)

Instruction: Answer ALL questions from this section in the Answer Booklet provided.

QUESTION 1

(a) Based on Figure 1, answer the following questions:

- State **THREE** usage of text elements in the screenshot.
- List **TWO** usage of graphic elements in the screenshot.

(10 marks)



Screenshot from Lazada's website.

Figure 1

- Describe **THREE** intangible assets that required in a process of multimedia development. (6 marks)
- Distinguish between depth structure and surface structure in designing multimedia. Provide **ONE** example of illustration to show the flow for each. (6 marks)
- List **THREE** guidelines on how to organize tracking in multimedia production. (3 marks)

(Total: 25 marks)

Continued...

QUESTION 2

- (a) Define symbols. Explain **TWO** purpose of symbols usage in multimedia project. (6 marks)
- (b) Define antialiasing and font mapping. Why font mapping is required? (5 marks)
- (c) Describe the following elements of graphic:
- (i) Lines (2 marks)
 - (ii) Shapes (2 marks)
 - (iii) Space (2 marks)
 - (iv) Texture (2 marks)
 - (v) Color (2 marks)
- (d) Define *keyframes* and *tweening* process. (4 marks)

(Total: 25 marks)

QUESTION 3

- (a) Based on the following formula:

$$\text{Sampling rate} \times \text{Duration} \times \text{Audio resolution} / 8 \times \text{Channel}$$

Calculate the audio file size (in bytes) for the respective audio file in the following table. Show each step of your calculation.

Audio file	Duration	Sampling rate	Audio resolution	Channel
(i)	10 seconds	22.1 kHz	8-bit	Stereo
(ii)	0.5 minutes	44.1 kHz	16-bit	Mono
(iii)	100 seconds	22,050 Hz	8-bit	Stereo

(5 marks)

(6 marks)

(4 marks)

- (b) You have been given the task of creating a promotional video for your company. One of your company targeted audiences are born deaf or hard of hearing. In order to make the video content accessible to those who are deaf or difficulty in hearing you need to use titles and text. Suggest **FIVE** criteria for creating good titles and text? (5 marks)
- (c) List **FIVE** common top-level domains, and describe what categories they are associated with. (5 marks)

(Total: 25 marks)

End of Page.